

WHAT IS CLAIMED IS:

- 1 1. A method comprising:
2 receiving at least conjoint survey data concerning
3 consumer experience with a brand;
4 processing at least the conjoint survey data to produce
5 marketing analytics; and
6 presenting the marketing analytics in at least one of a
7 plurality of selectable forms to allow a user to make a
8 decision.
- 1 2. The method of claim 1 further comprising receiving at
2 least one of a traditional survey data, company profitability
3 data, market share data, consumer behavioral data and product
4 catalog data.
- 1 3. The method of claim 1 wherein the marketing analytics are
2 displayed in a form specified by a user.
- 1 4. The method of claim 1 further comprising updating the
2 conjoint survey data at predetermined intervals.
- 1 5. The method of claim 1 wherein a presentation engine is
2 used to provide a variety of display choices to a user.
- 1 6. The method of claim 1 further comprising generating
2 simulation data using the marketing analytics.

12 The apparatus of claim 8 further comprising a presentation engine associated with the processor for providing a variety of display choices to a user.

13. The apparatus of claim 8 further comprising a presentation engine associated with the processor for generating simulation data using the marketing analytics.

14. The apparatus of claim 8 wherein the marketing analytics include at least one of a utility analytic, a trend analytic, an attribute importance analytic, a competitive advantages and opportunities analytic, and an improvement opportunities analytic.

15. An article comprising a computer-readable medium that stores executable instructions for causing a computer system to:

process data including at least conjoint survey data concerning consumer experience with a brand; and

present the marketing analytics in at least one of a plurality of selectable forms so that a user can make a decision.

16. The article of claim 15 further comprising instructions for causing the computer to process data including at least one of a traditional survey data, company profitability data, market share data, consumer behavioral data and product catalog data.

1 17. The article of claim 15 further comprising instructions
2 for causing the computer to display the marketing analytics in
3 a form specified by a user.

1 18. The article of claim 15 further comprising instructions
2 for causing the computer to update the conjoint survey data at
3 predetermined intervals.

1 19. The article of claim 15 further comprising instructions
2 for causing the computer to process the marketing analytics
3 using a presentation engine to provide a variety of display
4 choices to a user.

1 20. The article of claim 15 further comprising instructions
2 for causing the computer to generate simulation data using the
3 marketing analytics.

1 21. The article of claim 15 wherein the marketing analytics
2 include at least one of a utility analytic, a trend analytic,
3 an attribute importance analytic, a competitive advantages and
4 opportunities analytic, and an improvement opportunities
5 analytic.

1 22. A method comprising:
2 accessing a system that is configured to process
3 marketing analytics and provide a variety of selectable
4 display choices, wherein the marketing analytics are based on
5 at least conjoint survey data concerning consumer experience
6 with a brand;
7 selecting a display choice; and

viewing the marketing analytics in response to the selection.

23. The method of claim 22 comprising accessing the system over a network.

24. The method of claim 22 further comprising requesting the system to perform simulations based on the marketing analytics.

25. The method of claim 22 wherein the marketing analytics include at least one of a utility analytic, a trend analytic, an attribute importance analytic, a competitive advantages and opportunities analytic, and an improvement opportunities analytic.

26. An apparatus comprising:

a memory; and

a processor coupled to the memory, wherein the processor is configured to:

access a system that is configured to process marketing analytics and provide a variety of selectable display choices, wherein the marketing analytics are based on conjoint survey data concerning consumer experience with a brand,

provide a selection of display choices, and

display the marketing analytics in response to the selection.

1 27. The apparatus of claim 26 wherein the processor is
2 configured to access the system over a network.

1 28. The apparatus of claim 26 wherein the processor is
2 configured to request a simulation based on the marketing
3 analytics.

1 29. The apparatus of claim 26 wherein the marketing analytics
2 includes at least one of a utility analytic, a trend analytic,
3 an attribute importance analytic, a competitive advantages and
4 opportunities analytic, and an improvement opportunities
5 analytic.

1 30. An article comprising a computer-readable medium that
2 stores executable instructions for causing a computer system
3 to:

4 access a system that is configured to process marketing
5 analytics and provide a variety of selectable display choices,
6 wherein the marketing analytics are based on at least conjoint
7 survey data concerning consumer experience with a brand;

8 provide a selection of display choices; and

9 display the marketing analytics in response to the
10 selection.

1 31. The article of claim 30 further comprising instructions
2 for causing the computer to access the system over a network.

1 32. The article of claim 30 further comprising instructions
2 for causing the computer to request simulations based on the
3 marketing analytics.

1 33. The article of claim 30 wherein the marketing analytics
2 include at least one of a utility analytic, a trend analytic,
3 an attribute importance analytic, a competitive advantages and
4 opportunities analytic, and an improvement opportunities
5 analytic.

1 34. A tool comprising:

2 an analytic engine for processing at least conjoint
3 survey data regarding at least one brand and for grouping the
4 processed data according to a plurality of marketing
5 analytics; and

6 a presentation engine for displaying the marketing
7 analytics based on a user selection.

1 35. The tool of claim 34, wherein the presentation engine is
2 utilized to perform simulations based on at least one
3 marketing analytic.

1 36. The tool of claim 34, wherein the marketing analytics
2 include at least one of a utility analytic, a trend analytic,
3 an attribute importance analytic, a competitive advantages and
4 opportunities analytic, and an improvement opportunities
5 analytic.

1 37. The tool of claim 34 wherein the analytic engine
2 processes at least one of traditional survey data, company
3 profitability data, market share data, consumer behavioral
4 data and product catalog data.